



FEMA

Fact Sheet

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Contact: FEMA News Desk, 202-646-3272

NATIONAL PREPAREDNESS MONTH 2011 THIS SEPTEMBER: A TIME TO REMEMBER. A TIME TO PREPARE.

National Preparedness Month (NPM) is sponsored by the *Ready* Campaign in partnership with Citizen Corps and the Advertising Council. NPM is held each September to encourage Americans to make sure they are prepared for disasters or emergencies in their homes, businesses, and communities.

September 2011 is the eighth annual NPM and this year's slogan is: "This September: A Time to Remember. A Time to Prepare". This year's goal is to turn awareness into action by encouraging all Americans to take the necessary steps to ensure that their homes, work, and community are prepared for disasters and emergencies.

- NPM Coalition membership is open to all public and private sector organizations. Groups and individuals can register to become a National Preparedness Month Coalition Member by visiting www.ready.gov and clicking on the National Preparedness Month banner. In 2010, nearly 5,000 registered as Coalition Members, this was the largest Coalition to date.
- Each September, Coalition Members share preparedness information with their colleagues, customers, employees, and communities. Members are encouraged to find ways to participate in existing events and meetings throughout their communities to share preparedness information, or create a preparedness event of their own. For an inclusive list of volunteer opportunities in your communities, visit serve.gov.
- Throughout the year, the *Ready* Campaign promotes individual emergency preparedness at home, at their place of work, and throughout their communities. *Ready* is a national campaign, produced in partnership with The Advertising Council, designed to educate and empower Americans to prepare for and respond to all types of emergencies, including natural disasters and potential terrorist attacks.
- The *Ready* Campaign's websites (ready.gov and listo.gov) and toll-free numbers (1-800-BE-READY and 1-888-SE-LISTO) provide free emergency preparedness information and resources available in English and Spanish.
- Citizen Corps brings together community and government leaders to involve community members in emergency preparedness, planning, mitigation, response and recovery. These Councils enable collaborative planning between government and civic leaders and provide localized support for: outreach and educational efforts to the public; training and exercises that effectively integrate emergency responders, volunteers with a response role, and the general public; and volunteer programs that augment the full range of emergency response services. For more information about Citizen Corps, visit www.citizencorps.gov.